eCOMMERCE – Course 2: Internet Sales and Databases

Levels: Grades 10-12

Units of Credit: 1 Semester (.5)

CIP Code: 08.0802

Prerequisite: None. (Note: *eCommerce - Course 1* is recommended. Making the course a requirement is up to the individual districts.)

COURSE DESCRIPTION

A marketing course about Internet sales, service, and technology. Students learn Internet marketing principles and gain experiences setting up online shopping capabilities and database integration. Online customer service and retention, buyer behavior, merchant services, and current Internet commerce issues are presented. Online store experiences are provided through partnerships with Internet-based companies. *This course offers concurrent enrollment through Weber State University.* Students taking marketing classes should have the opportunity to participate in the DECA Organization (student marketing leadership association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARD   **Students discover "What is eCommerce and eMarketing?"**
08.0802-05

<u>OBJECTIVES</u>
08.0802-0501   Understand the term "eCommerce".
- Define what eCommerce means to a consumer versus a company.
- Understand industry definitions of the term "eCommerce".
- Compare eCommerce, eBusiness, and eTailing.

08.0802-0502   Know the types of eCommerce sites.
- Recognize the types of business venturing online.
- Distinguish between types of eCommerce sites.

08.0802-0503   Understand requirements for eCommerce.
- Analyze corporate needs to determine the best eCommerce solution.
- Ability to differentiate needs and recommend online services, in-house programming, database integration, and marketing recommendations.

08.0802-0504   Determine how to narrow down a profitable product or service to sell online.
- Understand what is and is not selling online.
- Understand market segmentation and target audience selection.
- Understand the importance of selling what consumers want.
- Understand the concept of distributors and drop shipping.

08.0802-0505   Gain an understanding of the B2B (Business-to-Business) industry.
- Understand what B2B is and how B2B is affecting eCommerce.
- Understand the structure of B2B sites.

08.0802-0506   Understand how to turn site guests into paying customers.
- Know how to "screw up" a web store.
- Understand consumer fears in relation to eCommerce and how to effectively address consumer fears on a site.
- Understand the concept of secure sales.
- Understand that consumer privacy equates sales.
- Recognize and avoid poor site attribute choices that inadvertently turn people away.

08.0802-0507   Understand customer service issues as they relate to online companies.
- Understand the importance of customer retention.
- Understand CRM – Customer Relationship Management.
- Know the concepts behind converting site guests into customers.
- Know the concepts behind forming relationships with and retaining customers.

08.0802-0508   Understand buyer behavior.
- Understand the online process of increasing the ratio of visitors to sales.
- Understand the importance of fulfilling orders in a timely manner.
- Understand the importance of being able to contact the company to ask questions when making a decision to purchase.
- Learn the value of establishing consumer trust through testimonials.
- Understand consumer fears.
- Become aware of the need to speak to a live person.
- Understand how brand influences buyer behavior.

08.0802-0509   Discover the powerful tool of e-mail marketing.
- Understand the differences between communicating with customers through e-mail versus direct communication.
- Understand the importance of responding to customer inquiries.
- Discover how to retain customers through e-mail.
- Learn how e-Zines/newsletters are used for effective communication.
- Analyze industry e-Zines/newsletters.
- Define opt-in versus unsolicited e-mail.

08.0802-0510   Understand affiliate programs: how they are established and operate.
- Define affiliate programs.
- Students will understand the possibilities of establishing a permanent income on affiliate programs.
- Know how, when, and why to offer affiliate programs.

08.0802-0511   Know the facts behind effective banner ads.
- Understand CTR (Click Through Ratios).
- Know that clicks do not equate customers.
- Compare the top ten banner ads of the current month.
- Design a banner ad to market a product or service.
- Understand where on your site to place banner ads for other sites.
- Understand the criteria by which a company should accept banner ads on their site.

08.0802-0512   Differentiate between banner ads and rich media marketing.
- Understand the differences between banner ads and rich media spots.

08.0802-0513   Understand the role of link swapping for marketing a site.
- Define "link swapping".
- Know how link swapping is used as a marketing tool.
- Understand how to implement link swapping for a company site.

08.0802-0514   Understand and compare search engines and directories/guides.
- Know the differences between search engines and directories/guides.
- Explain the process of submitting a site to a search engine/guide.
- Explain the required frequency of requesting a site be analyzed for inclusion in a database of a search engine or directory.
- Understand categories and subcategories as used by search directories.
- Locate specialized search engines for a given site topic.

08.0802-0515　　　　Know the steps for setting up an online store.
- List the steps for setting up an online store.
- Selecting a good URL.
- Students will know how to determine whether a company should host their site in-house or go through a hosting service.
- Define how to select a good web host.
- Define how to select a good eCommerce host.
- Students will understand the different online sales options for companies: shopping carts, complete templates with store backend, software, XML and other programming options.

STANDARD　　　　**Students will understand setting up online payment transactions for a company.**
08.0802-06

OBJECTIVES
08.0802-0601　　　　Students will understand merchant accounts.
- Define "merchant account".
- Understand the role of the banking institution, an online company, and any third party eCommerce hosting services.

08.0802-0602　　　　Students will identify the different options for accepting online payments.
- Understand Digicash or e-Cash.
- Understand accepting checks online.
- Understand the process behind C.O.D. and the Internet.
- Understand the process of accepting credit cards online.

08.0802-0603　　　　Understand the concept of securing a site for online transactions.
- Understand a SSL (secure socket layer).
- Understand digital certificates.
- Know the process of applying for and installing a digital certificate.
- Understand the securing of online transactions.

08.0802-0604　　　　Understand electronic cash.
- Understand what electronic cash is.
- Understand what PayPal is to the consumer and the company.
- Understand what Smart Cards are.

08.0802-0605　　　　Be introduced to mobile systems and languages.
- Differentiate mobile from non-mobile systems.
- Learn wireless markup language.
- Become acquainted with browsers specific for mobile and hand-held devices.
- Understand the concept of selling goods through a distributor.

08.0802-0606　　　　Understand services provided by call centers and autoresponders.
- Become aware of call centers and their purpose.
- Understand what an autoresponder is and how they are used for order confirmations.

08.0802-0607　　　　Understand the process of getting goods to consumers.
- Distinguish among the different shipping options.
- Know the process of drop shipping.
- Become aware of services offered by UPS and USPS.
- Understand the concept of selling goods through a distributor.

STANDARD 08.0802-07	**Students will know the process of putting together an eCommerce site.**

OBJECTIVES

08.0802-0701   Associate the connection between target audience and company goals.
- Define a target audience.
- Relate target audience and company goals as an inseparable set in site design.
- Understand the importance of getting to know your target customer
- Define the 4 Ps of marketing as they relate to the Internet.

08.0802-0702   Understand the communication channels in payment processing.
- Understand the role of the shopping cart service in payment processing.
- Understand the role of the company in payment processing.
- Understand the role of banks in payment processing.
- Understand the role of the consumer in payment processing.

08.0802-0703   Understand customer service relations after a sale for repeat customers.
- Students will understand the importance of immediately verifying orders with customers.
- Students will understand the reasoning behind offering discounts for repeat customers.
- Students will understand the benefits of personal communication with consumers.
- Students will identify the mediums used by companies for communicating with consumers.

08.0802-0704   Students will better understand the concept of promoting the Internet side of a company away from the Internet.
- Students will understand the avenues for promoting a site away from the Internet.
- Students will develop an advertising/promotional item for their online company.

STANDARD 08.0802-08	**Students will become aware of online databases and site content.**

OBJECTIVES
08.0802-0801   Recognize a C2C site.
- Students will understand the purpose of C2C sites and how they differentiate from B2C and B2B sites.
- Students will become familiar with the process for consumers purchasing from a C2C site.
- Students will become familiar with the process of selling on a C2C site.

08.0802-0802   Understand the need for including a database within a web site.
- Students will be introduced to the software and programming necessary for database inclusion within a web site.
- Students will understand why databases are often utilized within company web sites.
- Students will be introduced to the software they will be using for their project.

08.0802-0803   Students will learn basics of MS Access, SQL, and CFML for their site project.
- Students will learn basics of establishing tables, generating reports, and querying within MS Access
- Students will learn the basics of SQL (Structured Query Language) and dynamic pages.
- Students will learn the basics of CFML (ColdFusion Markup Language).
- Students will become acquainted with online CFM (ColdFusion server) services.

08.0802-0804   Students will understand web usability and writing for the web.
- Understand how the majority of web pages are actually discerned by site guests.
- Students will learn what it means to "write to be scanned".
- Students will understand what Bobby approved sites are.
- Students will become aware of the importance of proper grammar, correct spelling, and writing informatively and persuasively.

08.0802-0805   Students will understand the importance of proper grammar, spelling, and punctuation within a site.
- Understand the importance of omitting errors within a company site.
- Students will identify web usability issues as they relate to cultural differences.
- Be careful when selecting the words with the correct meaning for your sentences.
- Students will learn methods for and the importance of proofreading.

STANDARD   **Overall course knowledge.**
08.0802-09

OBJECTIVES
08.0802-0901   Students will become familiar with the Internet marketing industry.
- Throughout the course, students will become acquainted with the Internet marketing industry
- Students will gain knowledge regarding careers within the Internet marketing industry

08.0802-0902   Students will learn Internet marketing content from a variety of online resources and articles.
- Throughout the course, students will be asked to read and summarize articles.
- Students will also be asked to answer questions regarding what they've read.

PERFORMANCE OBJECTIVES

PO-11   Create and send a professionally formatted signature file within an email.
PO-12   Receive and summarize three eZine articles from professional marketing-focused companies.
PO-13   Create an online banner ad with a marketing focus.
PO-14   Create a rich media marketing spot with the aid of Macromedia Flash®.
PO-15   Practice some WML through a wireless phone emulator.
PO-16   Put together a site that includes simulated, functioning online sales.
PO-17   Database connectivity project, Part 1: Build a database with MS Access.
PO-18   Database connectivity project, Part 2: Use SQL and dynamic web pages to query a database.
PO-19   Database connectivity project, Part 3: Web application servers, ODBC, and publishing the site.
PO-20   Rewrite and properly format an article to make it ready for the web.
PO-21   Locate and summarize employment opportunities in Internet marketing careers.
PO-22   Summarize a variety of articles throughout the course.

PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective PO-11:   (Standard 08.0802-0509)
Create and send a professionally formatted signature file within an email.
- Create a professional signature file in a text editor (or through the email service provider).
- Send an email with the signature file.
- Verify that the email was successfully received with the signature file intact.

Performance Objective PO-12:   (Standard 08.0802-0509)
Receive and summarize three eZine articles from professional marketing-focused companies.
- Register to receive (opt-in) eZines from marketing-focused companies.
- Read the eZines received during the semester.
- Summarize three of the best articles you read by the end of the term.

Performance Objective PO-13: **(Standard 08.0802-0511)**
Create an online banner ad with a marketing focus.
- Create a banner with a free online banner creation service.
- Design a banner ad of your own.
- Create the banner ad within Fireworks® or PhotoShop®, or comparable program.

Performance Objective PO-14: **(Standard 08.0802-0512)**
Create a rich media marketing spot with the aid of Macromedia Flash®.
- Create a beginning-level rich media marketing spot, as exhibited within the lesson, using images and a sound file provided for the exercise.

Performance Objective PO-15: **(Standard 08.0802-0605)**
Practice some WML through a wireless phone emulator.
- Use the phone simulator to test web addresses within a mobile phone.
- Develop a simple page using WML (Wireless Markup Language).
- View the WML page through the phone emulator.

Performance Objective PO-16: **(Standard 08.0802-0703)**
Put together a site that includes simulated, functioning online sales.
- Add product pictures and descriptions to the site.
- Format the Specials and Contact pages so they're ready to add search capabilities later in the course.
- Add appropriate content to the sales page to market the product offerings.
- Add products/inventory items to an online database for your site.
- Link forms and/or "Add to Cart" buttons to online service for order processing capabilities.
- Test functionality within a web browser.
- Compare shopping cart services to all-in-one hosting options.

Performance Objective PO-17: **(Standard 08.0802-0803)**
Database connectivity project, Part 1: Build a database with MS Access.
- Create a database file with two tables, one for the Specials page and one for Contact page of the web site.
- Generate a report and query data within MS Access.

Performance Objective PO-18: **(Standard 08.0802-0803)**
Database connectivity project, Part 2: Use SQL and dynamic web pages to query database.
- Use SQL (Structured Query Language) skills within the dynamic page.
- Use CFML (ColdFusion Markup Language) to create the dynamic page, ending with a .cfm extension and prepared to interact with ColdFusion server.
- SQL and CFML will be used together to query the database created in MS Access and provide search capabilities on the Specials and Contact pages within the web site project.

Performance Objective PO-19: **(Standard 08.0802-0803)**
Database connectivity project, Part 3: Web application servers, ODBC, and publishing the site.
- Receive account with online ColdFusion service.
- Upload MS Access file.
- Upload site to server.
- Establish ODBC connection for the database file, server, and site.
- Troubleshoot and test functionality/searchability of site.

Performance Objective PO-20: **(Standard 08.0802-0804)**
Rewrite and properly format an article to make it ready for the web.
- Take an already-existing article and reformat it with proper headings to make it web ready.
- Upload the article to the ColdFusion web site.

Performance Objective PO-21:   **(Standard 08.0802-0901)**
Locate and summarize employment opportunities in Internet marketing careers.
- Research employment opportunities in Internet marketing careers.
- Report on your findings.

Performance Objective PO-22:   **(Standard 08.0802-0902)**
Summarize a variety of articles throughout the course.
- Read a variety of articles throughout the course.
- Summarize a variety of articles throughout the course.
- Answer questions regarding a variety of articles throughout the course.

REFERENCE MATERIALS

Online Course:
http://www.usoe.k12.ut.us/ate/Marketing/Curriculum/esales/index.html

Companion Book to Course:
"eMarketing, 3rd ed" by Judy Strauss, University of Nevada, Reno, and Raymond Frost, Ohio University.
Copyright © 2001, 2002. Publisher: Prentice Hall. ISBN 0-13-049757-6
NOTE: There are other books with this same title, so the author and publisher info is crucial.

Other books to use as optional companions:
A.   *"Macromedia ColdFusion,"* Course Technology Web Warrior Series, by Susan Kaparthi and Rakhee Kaparthi, Copyright 2002. Publisher: Thompson Learning. ISBN 0-619-03442-4

For additional resources, please refer to the eCommerce course, located in the curriculum section of the marketing education website: www.usoe.k12.ut.us/ate/Marketing/curriculum.html